

About: Publication of report on ethical conduct and consumer protection in the pharmaceutical industry and intention to raise questions at the AGM

Dear Ms Kelly-Bisla,

Following our previous contact in 2015 we are hereby forwarding you the report and scorecards that we are publishing on February 4 (2016). We are also contacting you regarding your request for feedback on the annual report of GSK (as indicated during our visit in October 2015). And to announce that we again this year are planning to attend your AGM.

On the report

ASN Bank has commissioned Sustainalytics to write a report on the current state of affairs in the pharmaceutical industry. Focusing not on policy, not on practice, but on the fifteen largest listed pharmaceutical companies and where they stand when it comes to the implementation of procedures, verification and other measures to ensure ethical conduct and safe medicine.

The report focuses on the internal mechanisms and structures that companies have in place to ensure consumer protection, because we believe that strengthening these is a crucial step to embed consumer protection in pharmaceutical companies. We apply special focus to ethical conduct, ethical marketing, ethical sales incentives and remuneration.

Your company is one of the companies included in the report and the accompanying scorecards. We will use this report as a starting point for our engagement with several companies in the sector, including yours. Like last year we are again planning to visit your annual general meeting this year. We will use the report and the score cards as the basis of the questions we will raise. Closer to date we will send you the exact questions.

Feedback on issues to include in your annual report

During our meeting in October 2015 you asked us for feedback on which issues to include in your annual report. We would very much appreciate if the following information could be disclosed and included in your annual report:

- progress made regarding the implementation of the new remuneration policy of sales personnel, including highlights and challenges you encounter;
- progress made regarding the implementation of new your policy regarding the payments of HCP's, including highlights and challenges you encounter;
- outcomes of the dialogue with stakeholders on the payments of HCP's

Other issues for follow-up

In October you promised to share with us information the following:

- Your remuneration policy for employees worldwide
- Information on the outcomes of dialogue sessions with stakeholders about stopping payments to health care professionals

We would still very much appreciate receiving this information. We also still would appreciate a teleconference with your colleague Jon Pender.

We hope that all of the above will be a good basis for our further dialogue.

Sincerely,
ASN Bank

Charlotte Scheltus